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Research reveals 4 essential factors affecting Bangladeshi students' selection of private universities



A seminar on "Factors Affecting Bangladeshi Students" selection of private universities: implication for branding, organised by BRAC Business School, was held on the May 12, 2016, at the BRAC University auditorium, BRAC University. The Vice-chancellor of BRAC University, Professor Syed Saad Andaleeb PhD, the Dean of BRAC business school, Professor Rahim B Talukdar PhD, Associate professor and Head of operations, Mohammad Rezaur Razzak and Rahma Akhter, Lecturer, BRAC Business School were present at the seminar, to discuss the findings of the exploratory study on the basic factors influencing the choice of private universities by Bangladeshi students.

The objective of the primary research was to find out the basic factors influencing choice of private universities by Bangladeshi students and what changes they expect. The study population included the top nine private universities of Bangladesh, which are American International University Bangladesh, BRAC University, Daffodil International University, East West University, Independent University Bangladesh, North South University, Stamford University, United International University and University of Liberal Arts Bangladesh. The research included 317 respondents and used an open ended questionnaire as the study instrument.

Data analysis of the result revealed four factors influencing decisions of students regarding which private universities they would choose to enroll in. The factors are classified as physical, social, academic, and financial. It was found that a massive 21% of the respondents wanted a permanent campus as it gave them identity, dignity, and better peer bonding. Another 21% wanted universities to provide high quality education with the curriculum being updated analysed and compared to national and international institutes. Among them, 16% wanted

university faculties to be experienced and from relevant fields, holding PhD degrees. 13% stressed on the university of their choice being well reputed. 12% were concerned about tuition fees and expenses, 10% expected the educational, cultural, political and social environment to be comfortable, and 7% considered appropriate location as a factor influencing their choice.

The Vice-chancellor Professor Syed Saad Andaleeb PhD said, “The study had been an interesting one and the most interesting aspect is the four categories that have been identified.” He further stated, “Bangladesh is a green field, anywhere you want to do research, there are tremendous opportunities. One must keep in mind, that the research is important, relevant, recognisable, and has impact. This research has been the first phase of a series of studies, and that has helped identify the boundaries and make a framework emerge. It may be deciphered from the study that reputation of the university is a dependent variable and better campus, education, faculty, location etc, are drivers of reputation. We have to find out which is the most important variable and work on that.”

BRAC University is ranked 79th in Asia, and is number one in terms of institutional repository in Bangladesh. It has spent Tk14,23,04,907 on research over the years, explaining its constant development and organisational success.